

Message Text

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61

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DRAFTED BY BEWT/TPD:LUNKOVIC:LWH:SK

APPROVED BY EUR:WSTABLER

EB/OCA/REP:BBYRON

EUR/CE:JBECKER

EB/OCA/BR:RSTUART

BEWT/TPD:DTMATHES

BEWT/TPD:BATHOMPSON

BEWT/EEAD:TREICHEL

XC - MR. SONNENFELDT

S/S - WHLUERS

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R 092122Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN

INFO AMEMBASSY VIENNA

USMISSION USBERLIN

UNCLAS STATE 269597

E.O. 11652: N/A

TAGS: BEXP, GE

SUBJECT: MARCH 1975 BUSINESS DEVELOPMENT OFFICE IN LEIPZIG

TRADE FAIR

REFERENCE: TREICHEL/MATHES/BLOCK TELCON

1. USDOC/BEWT HAS DECIDED TO SPONSOR A BUSINESS DEVELOPMENT OFFICE (B.D.O.) IN THE SPRING LEIPZIG FAIR, MARCH 1975. THE BDO IS CONCEPTUALIZED AS AN APPROXIMATELY EIGHTY SQUARE METER BOOTH HOUSING TWO INDUSTRY EXPERTS AND A LARGE
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COLLECTION OF CORPORATE CATALOGUES AND FILMS REPRESENTATIVE

OF THE EXPERTS' INDUSTRIES. THE TARGET INDUSTRIES WILL BE SELECTED FROM AMONG THOSE BEING EMPHASIZED BY THE FAIR AUTHORITIES AS SPECIAL FAIR THEMES. DURING THE FAIR THE INDUSTRY EXPERTS WILL MEET WITH STATE TRADING ORGANIZATION REPS, END-USERS, AND OTHER PERSONS INFLUENTIAL IN THE PURCHASING PROCESS. IT IS HOPED THAT THESE DISCUSSIONS WILL PRODUCE LEADS WHICH CAN BE TRANSMITTED TO MANUFACTURERS IN US. THE APPOINTMENTS FOR INDUSTRY EXPERTS ARE GENERALLY DEVELOPED THROUGH ADVANCE WORK BY THE EMBASSY WHICH INCLUDES MAILINGS, PERSONAL CALLS, AND A PUBLICITY CAMPAIGN.

2. THE ASSISTANCE OF THE EMBASSY IS REQUESTED IN THE FOLLOWING INITIAL STAGES OF MOUNTING THE LEIPZIG BDO:

A. PLEASE CABLE TO USDOC/BEWT SOONEST THE INDUSTRY THEMES BEING STRESSED IN THE MARCH 1975 LEIPZIG FAIR AND ANY RECOMMENDATIONS FOR THE TWO INDUSTRIES TO BE STRESSED IN THE BDO.

B. PLEASE RESERVE FROM FAIR AUTHORITIES EIGHTY SQUARE METERS OF SPACE IN BEST POSSIBLE LOCATION. THE MINIMUM DEPTH OF THE SPACE SHOULD BE FIVE METERS.

C. PLEASE SEND TO UNKOVIC USDOC/BEWT DRAWINGS OF RESERVED SPACE ON 1 TO 100 SCALE OR 1 TO 200 SCALE INCLUDING ELEVATIONS. ALSO SEND PHOTOGRAPHS OF RESERVED AREA TO ASSIST DESIGNERS IN DEVELOPING BOOTH DESIGN.

D. PLEASE CABLE TO USDOC/BEWT NAMES OF ALL AUDIO VISUAL EQUIPMENT WHICH EMBASSY COULD HAVE ACCESS TO FOR USE IN BDO.

3. THE EMBASSY'S UNDERSTANDING OF THE TIME CONSTRAINTS ON THIS PROJECT AND THE NEED TO EXPEDITE REQUESTS IS GREATLY APPRECIATED. KISSINGER

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